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5/24/54*

fashion calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 21, 1954</u>			
Friday May 21 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING Subject: "The Great American Change in Living-Housing-Dressing". Speaker: Donna Newell Meyers, Vice Pres., Webell, Seklemian & North. Commentator: Ray Reed, Exec. Vice Pres., W. & J. Sloane. Co-Chairmen--Home Furnishings: Margaret Hockaway and Fay Hines; Ready-to-Wear: Alice Burrows and Adelia B. Ellis. Price: \$5.25, members; \$5.50, guests. Contact: Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Beginning Friday May 21 1:15 P.M.	FALL COLLECTION BY GOTHÉ Evening and cocktail fashions for Fall, designed by Gothe. Also, a collection by Jacques Griffe. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Friday May 21	SHOWING OF RAINWEAR FOR FALL AND WINTER New rainwear collection, designed by Adele Lawrence. Contact: CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Sunday May 23- May 29	ANNUAL NATIONAL SUNGLASS WEEK Publicity: Gar Schmitt, Tyndall Associates, 50 E. 42nd St., MU. 2-3558.	L. J. HOUZE CONVEX GLASS COMPANY	THROUGHOUT THE COUNTRY
<u>WEEK BEGINNING MONDAY, MAY 24, 1954</u>			
Beginning Monday May 24 12:00 Noon	OPENING: FALL JUNIOR DRESSES, SEPARATES Back-to-school and Fall fashions. <u>Showings at 12:30 P.M. daily</u> , following box luncheon. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Monday May 24 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Complete collection flown from Mme. Garnett's workrooms in Rome. For press and buyers, by invitation. Publ: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Monday May 24 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS "Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. (<u>Note Change of Date</u>). By appointment. Publicity: Ken R. Williams, JU. 6-8217.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
Beginning Monday May 24	FALL COLLECTIONS FOR THE PRESS Special arrangements have been made for syndicate and newspaper editors to see the Fall and Winter Couture Group collections. Attendance strictly by invitation. Contact: New York Dress Institute, 1450 B'way, LA. 4-0461.	COUTURE GROUP OF N.Y. DRESS INSTITUTE	INDIVIDUAL SHOWROOMS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 24	OPENING OF FALL COLLECTION Showing of Fall fashions, designed by Miss Tami. Contact: LO. 4-5316.	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday May 24	OPENING OF FALL COLLECTION Bill Atkinson will present his Fall collection at informal showings daily. Publicity: Jeanne Pagnucco, WI. 7-4035.	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM - 23RD FLOOR
Monday May 24- June 11	OPENING OF FALL COUTURIER COLLECTION Daytime and after-five suits, costumes, cocktail and evening dresses. By appointment. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1506

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>MONDAY, MAY 24</u>			
Paul Parnes Corp. . . .	2:30 P.M.	498 7th, CH.	4-4600
<u>TUESDAY, MAY 25</u>			
A. Goodman & Co., Inc. . .	10:30 A.M. and 1:30 P.M.	530 7th, WI.	7-4077
International Dress Co..	2:00 P.M.	1400 Bway, LA.	4-7100
Ben Barrack, Inc. . . .	Continuous Daily	533 7th, LO.	4-3923
<u>WEDNESDAY, MAY 26</u>			
Hannah Troy, Inc. . . .	1:00 P.M.	530 7th, LO.	3-0988
Rudolf Gowns	1:15 P.M.	530 7th, WI.	7-6865
Larry Aldrich Co., Inc. .	2:30 P.M.	530 7th, CH.	4-1872
<u>THURSDAY, MAY 27</u>			
Frank Starr, Inc. . . .	1:00 P.M.	530 7th, LA.	4-7690
<u>FRIDAY, MAY 28</u>			
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO.	4-1820
<u>TUESDAY, JUNE 1</u>			
Horwitz & Duberman, Inc..	10:30; Thereafter 10:30 & 3:00 P.M.	498 7th, LO.	4-1860
Samuel Winston, Inc. . .	4:00 P.M.	530 7th, CH.	4-2617
<u>WEDNESDAY, JUNE 2</u>			
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs. . .	498 7th, CH.	4-1542
Harvey Berin, Ltd. . . .	1:00 P.M. and 4:00 P.M.	530 7th, PE.	6-0206
Suzanne-Augustine, Inc. .	2:30 P.M.	1 W.47th, FL.	7-3465
Martin Simon, Inc. . . .	Continuous Daily	498 7th, LA.	4-2877
<u>THURSDAY, JUNE 3</u>			
Nat Kaplan, Inc.	1:15; Thereafter 10:30; 1:15; 4:00 .	498 7th, LO.	5-4115
<u>TUESDAY, JUNE 8</u>			
J L F Original, Inc. . .	10:30 A.M. (<u>Note Change of Date</u>) . .	1372 Bway, WI.	7-3200
Contact: Leonard W. Gendler, Exec. Sec., 1440 Broadway, CH. 4-6945.			

Beginning Monday May 24- June 30	OPENING: FALL FASHIONS FROM CALIFORNIA May 24: Rosenblums; Martin Berens "Tall Fashions". May 25: Tobi. May 26: Smart Set. May 27: Winett; Bonnie Rose. June 1: Caljax, Inc. June 2: Riviera Fashions. Contact: Charles Rose Assoc., BR. 9-5664.	CHARLES ROSE ASSOC. & CALIFORNIA FIRMS	1407 BROADWAY
Tuesday May 25 10:30 A.M.	PRESS PREVIEW: FALL COAT AND SUIT COLLECTION "Fall--In Love" coat and suit preview. By invitation. Daily trade showings (except Mon. & Fri.) beginning Tues., June 1 at 10:00 A.M. Contact: Sally McKay at Seymour Fox, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 25 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Fall separates and dresses designed by Dorothy Cox. By invitation. <u>Resident buyers: Wed., May 26 at 10:30 A.M. Trade showings beginning Tues., June 1 at 10:30 A.M.</u> Contact: PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 25 11:00 A.M.	PRESS AND TRADE PREVIEW: FALL DRESS COLLECTION Advance Fall collection by invitation. <u>Trade showings beginning Thursday, May 27 at 10:30 A.M. & 3:30 P.M.</u> Publ.: Viola Shefer, PL. 3-3173.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 25 11:00 A.M.	"ROUND-TABLE" FALL JEWELRY STORY Private presentation for magazine editors of the Kramer and Christian Dior costume jewelry story for Fall. <u>Newspapers and syndicates, Thurs., May 27 at 11:00 A.M.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	KRAMER JEWELRY CO.	393 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 25 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses at 11:30 A.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 25 12:00 Noon Luncheon	PRESS PREVIEW: FALL SPORTSWEAR FASHIONS Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Beginning Tuesday May 25 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection designed by John Moore for Talmack at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 25 1:15 P.M.	PREVIEW OF FALL COLLECTION Showing of Fall collection at 1:15 P.M. daily. Publicity: Lois Weber at Rogers & Cowan, 624 Madison Ave., PL. 3-0164.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 25 2:00 P.M.	PREVIEW OF FALL COLLECTION Daily showings at 2:00 P.M. Contact: CH. 4-2659.	PIERRE BALMAIN	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 25 3:00 P.M. Cocktails	PREVIEW OF FALL SKIRTS AND SEPARATES COLLECTION Preview of Fall collection, designed by Jean Mersel. By invitation. Continuous showings daily thereafter. Contact: Emily Ryan, BR. 9-8122.	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 11TH FLOOR
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION By invitation. <u>Trade showings, beginning Tues., June 1, at 12:00 Noon (luncheon).</u> Publ.: Mildred Kaldor, MU. 9-5420.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 25 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COATS AND SUITS By invitation. <u>Trade showings daily thereafter at 10:30 A.M.</u> Publicity: Lois Weber, at Rogers & Cowan, 624 Madison Avenue, PL. 3-0164.	HOUSE OF SWANSDOWN	500 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 25 4:00 P.M. Cocktails	"FROM THE LOOMS OF NEW ENGLAND" For their 100th Anniversary celebration, the NACM presents a special collection of dresses and gowns made by the world's top designers from fabrics woven entirely by New England mills, including: Hathaway, Berkshire, Wamsutta, Exeter, Newmarket, Merrimack, Skinner, Cheney, Millville, Goodall Sanford, Chicopee, Ponemah. By reservation. Publicity: Mildred L. Albert, Promotions, Inc., 175 Tremont St., Boston 11, Mass., Liberty 2-6358.	NATIONAL ASS'N. OF COTTON MFRS.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 25 4:30 P.M.- 6:00 P.M. Cocktails	"QUIET, PLEASE!" CARPET DEMONSTRATION Soft floor-coverings for today's homes will be demonstrated. By invita- tion. Contact: Robert Goodwin at Carpet Institute, BR. 9-1033. Publicity: Kathryn Beebe at Selvage, Lee & Chase, 500 Fifth Ave., OX. 5-6200.	CARPET INSTITUTE, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA JANSEN SUITE
Tuesday May 25 5:15 P.M.	PREVIEW: NEW CONCEPT OF COLORS IN HOSIERY Presentation of new concept in hosiery colors and over-all merchandising, based on results of Burlington Mills Skin Tone Survey. By invitation. Contact: Gil Karp at Burlington, LO. 4-5000.	BUR-MIL CAMEO HOSIERY DIV.	EMPIRE STATE CLUB 350 FIFTH - 21ST FL.
Wednesday May 26 9:00 A.M. Breakfast	PRESS PREVIEW: FALL DRESS COLLECTION Preview showing of the Abe Schrader and Schrader Petites Fall collection. By invitation. <u>Trade showings, Tues., June 1 at 11:30 A.M. and 3:30 P.M.</u> <u>daily.</u> Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 26 9:00 A.M. Breakfast	PREVIEW OF FALL BLOUSES Mac Shore (by Kessler & Berg) will preview their Fall blouses to press and buyers. <u>Showing at 9:30 A.M.</u> Commentator: Bess Myerson. Publicity: Jonni Walker, 26 East 68th St., RE. 7-5779 or OR. 9-2345.	MAC SHORE BLOUSES (1410 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday May 26 10:30 A.M.	SHOWING OF THREE FALL COLLECTIONS Martini Designed, Diminutives and Leisure Designed Fall fashions by Sylvan Rich, daily at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Wednesday May 26 10:30 A.M.	PREVIEW OF FALL COLLECTION Arthur Jablow will present his Fall collection of coats and suits to buyers and press. <u>Daily showings for 2 weeks thereafter at 10:30 A.M.</u> <u>and 2:30 P.M.</u> Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 26 1:00 P.M.	PRESS PREVIEW AT NEW SHOWROOM Preview of Fall collection also on Thurs., May 27 at 1:00 P.M. By reserva- tion. <u>Daily trade showings beginning Fri., May 28 at 10:00 A.M. and</u> <u>1:00 P.M.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 26 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Horwitz & Duberman's junior fashions for Fall. By invitation. <u>Trade showing beginning Tues., June 1 at 10:30 A.M. and daily thereafter at 10:30 A.M. and 3:00 P.M.</u> Contact: LO. 4-7540.	HORWITZ & DUBERMAN, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview for press and resident buying offices. By invitation. <u>Trade showings beginning Thurs., June 3 at 12:00 Noon daily.</u> Contact: CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION A 1954 "Natural Resource" for juniors, misses, half-size and women's dresses--50th Anniversary collection. By invitation. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	THE BLOOMFIELD CO.	1407 CLUB 1407 BROADWAY
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION Fall co-ordinates and separates designed by Ethel Novello. By invitation. <u>Trade showings beginning Tues., June 1.</u> Contact: Lew Kirschberg, WI. 7-7818.	ROBBY LEN, INC.	1410 BROADWAY SHOWROOM - 33RD FLOOR
Wednesday May 26 4:30 P.M.	PREVIEW OF FALL COLLECTION Showing of Pauline Trigere's Fall collection, with daily showings beginning June 1 at 2:30 P.M. By reservation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 27 9:30 A.M.- 5:30 P.M.	PREVIEW OF "STITCH- IN-TIME" SWEATERS Fall sweater collection designed by Rhoda Elkin in a special all-day exhibit for press and trade. By invitation. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.	SIDNEY GOULD CO. LTD.	1384 BROADWAY SHOWROOM - 14TH FLOOR
Thursday May 27 10:00 A.M. Coffee	PREVIEW: FALL DRESS COLLECTION By invitation. <u>Daily trade showings, beginning Thurs., June 3 at 1:00 P.M.</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 27 11:30 A.M.	OPENING OF NEW MEN'S SHOP Presentation of men's fashions featuring ties, shirts and sportwear. By invitation. Publicity: Brenon & Morgan, 270 Park Ave., PL. 9-1257.	DEFREE'S (ERWIN D. FRIEDLAENDER)	531 MADISON AVENUE
Thursday May 27 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION <u>Daily showings thereafter at 2:30 P.M.</u> Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 27 4:00 P.M. Cocktails	NEW DEVELOPMENT IN MACHINE EMBROIDERY Latest developments in machine embroidery for fashion and household use. By invitation. Publ.: Joseph Tinkel, at Coats & Clark, PL. 3-8700.	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 27 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS <u>Trade showings: 10:30 A.M.-May 28, June 1, 3, 8, 10, 15, 17.</u> Contact: Estelle Marr, PL. 5-1830. Publ.: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 31	MEMORIAL DAY (Sunday, May 30) -- <u>Legal Holiday Celebrated On Monday.</u>		
Tuesday June 1 9:30 A.M. Breakfast	PREVIEW OF FALL MATERNITY FASHIONS Preview for press and trade of new Fall maternity fashions. By invitation. only. Publicity: Lucia Depew at McKettrick, PE. 6-6525.	McKETTRICK WILLIAMS (1350 BROADWAY)	HOTEL GOTHAM PINK ROOM - 3RD FLOOR
Beginning Tuesday June 1 10:30 A.M.	OPENING OF FALL COAT AND SUIT COLLECTION Showing of Fall coat and suit collection at 10:30 A.M. and 2:00 P.M. daily. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>TUESDAY, JUNE 1</u>			
	Star-Maid Dresses	10:30 A.M.	498 7th, PE. 6-0444
<u>WEDNESDAY, JUNE 2</u>			
	Davidow	10:30 A.M.	550 7th, PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	550 7th, LA. 4-2577
	Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041
	Sport-Craft, Inc.	2:30 (Thereafter 10:30 & 2:30)	550 7th, LA. 4-9724
<u>THURSDAY, JUNE 3</u>			
	Adler & Adler, Inc.	10:30 A.M.	550 7th, BR. 9-9600
	Zoltan Rosenberg.	2:30 P.M. (By appointment)	550 7th, LA. 4-6691

Postponed
June 1 ANDREW ARKIN'S PREVIEW OF FALL COLLECTION, ORIGINALLY SCHEDULED FOR TUES.,
JUNE 1 AT 11:00 A.M., HAS BEEN POSTPONED TO JUNE 2 AT 12:00 NOON. (See Pg 9)

Tuesday June 1 12:00 Noon Luncheon	PREVIEWS OF MISSES' & JUNIOR COLLECTIONS Four previews-- <u>June 1: 12:00 Noon; June 2: 8:30 A.M. & 12:00 Noon; June 3:</u> <u>8:30 A.M. By invitation. Daily box luncheon for the trade, beginning</u> <u>Thurs., June 3 at 12:00 Noon; showing at 12:30 P.M. Contact: Lee Weber</u> <u>at Carolyn Schnurer, CH. 4-4587.</u>	CAROLYN SCHNURER, INC. 1410 BROADWAY SHOWROOM - 23RD FLOOR
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Tuesday June 1 12:00 Noon Luncheon	PRESS LUNCHEON: PREVIEW OF FALL COLLECTION William Fox will present his Fall collection to the press at a luncheon celebrating the opening of his new firm. <u>Showing at 1:00 P.M. By invita-</u> <u>tion only. Trade showings beginning Wed., June 2 at 1:00 P.M. daily.</u> Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	WILLIAM FOX, INC. 530 SEVENTH AVENUE SHOWROOM - 21ST FL.
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Beginning Tuesday June 1 12:00 Noon	"LOVELY TO LOOK AT FASHIONS" Opening of misses coat and suit collection for Fall. Luncheon served after the showings. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO. 512 SEVENTH AVENUE SHOWROOM - 32ND FL.
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Tuesday June 1 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON Executives of fashion organizations meet the graduates; achievement awards presented to alumnae. By invitation. School contact: Candace Martten, TR. 9-4644. Publicity: Ruth Hammer Assoc., EL. 5-7872.	TOBE-COBURN SCHOOL FOR FASHION CAREERS WALDORF-ASTORIA EMPIRE ROOM
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Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELDREDA, INC. 498 SEVENTH AVENUE SHOWROOM - 18TH FL.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1 2:30 P.M.	PREVIEW OF FALL & WINTER COLLECTION Preview of Fall and Winter dress collection at 2:30 P.M. By invitation. <u>Daily trade showings at 2:30 P.M.</u> Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION Harmay will present their Fall collection at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 East 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 1 4:00 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST ISSUE Admission by ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.	SEVENTEEN MAGAZINE	FASHION INST.OF TECH. 225 WEST 24TH STREET
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Rossino and Angela will present their Fall collection. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FL.
Beginning Tuesday June 1	OPENING OF FALL COAT COLLECTION By appointment only. Contact: Louis Marianni, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FL.
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Doreen Original will present their Fall collection of blouses, skirts and coordinated separates, designed by Miss Doreen. Contact: WI. 7-0064.	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Showing of Vera's Fall collection of scarves, stoles and scarf accessories daily to buyers and buying offices. Publ.: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Opening of the new Mollie Stone collection of date, cocktail and evening fashions for the junior and miss. Contact: BR. 9-9564.	MOLLIE STONE, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTIONS New Glentex scarfs and neckline accessories. Also, Glen Modes Fall stoles, accessory wraps. By appointment. Publ.: Ann R. Silver Assoc., MU. 7-8654.	GLENSDER TEXTILE; GLEN MODES, INC.	417 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL KNITWEAR COLLECTION "Knits With Nine Lives"--Fall collection of dresses, ensembles, sweaters, designed by Micki McCleary. Publ.: Viola Sylbert, WI. 7-1550.	BELDOCH POPPER INC.	1410 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL SPORTSWEAR COLLECTION Continuous daily showings of skirts and separates, designed by Jeanette Nawrocki. Contact: Al Arnold, PE. 6-2515.	LEYTON SPORTSWEAR CO.	1384 BROADWAY SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Dorine Liebert will show her Fall collection of separates, blouses and boutique fashions at continuous daily showings. Contact: Faye Berk, LA. 4-9290.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL SCARF COLLECTION Showing of new scarves, handkerchiefs, accessories; also, special coordinated groups. Contact: Jo Kellerman at Carol Stanley, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET
Beginning Tuesday June 1- June 18	SHOWING OF FALL COLLECTIONS Don Loper's coats and suits, manufactured by George Gold; dresses, by Jean Roberts; sportswear and separates, by Sidney Rice. Contact: The Ettinger Company, 509 Madison Ave., MU. 8-4842.	DON LOPER OF BEVERLY HILLS	HOTEL GOTHAM
Wednesday June 2 9:00 A.M. Champagne Breakfast	PREVIEW OF FALL FASHIONS IN LEATHER Preview dramatizing the new pastel look in Autumn leathers in suits, coats and evening wear. <u>Showing at 9:30 A.M.</u> Designer Samuel Robert will be present. By invitation. Publicity: Vera Cerutti, LO. 4-6587.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Wednesday June 2 9:30 A.M.- 11:30 A.M. Breakfast	PRESS PREVIEW: COSTUME JEWELRY FOR FALL Fall, 1954 jewelry collection of La Tausca creations and Majeska originals. By invitation only. Publicity: Lillian Libman at Constance Hope, 200 W. 57th St., PL. 7-0515.	HELLER DELTAH CO., INC. (411 FIFTH AVENUE)	HOTEL PLAZA CRYSTAL ROOM
Wednesday June 2 9:30 A.M.; 2:30 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST COLLEGE ISSUE Preview of back-to-school fashions. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.	MADemoiselle MAGAZINE	HOTEL BILTMORE BALLROOM
Wednesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Varden's showings at 10:30 & 2:30 daily. Contact: Elsie Brandt, PE.6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday June 2 11:00 A.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Beginning Tuesday, June 8, at 11:00 A.M. only, trade showings of Frank Gallant collection, including Brigance group.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Wednesday June 2 11:00 A.M.	OPENING OF FALL COLLECTIONS <u>Madeleine Fauth</u> of Arkay Junior Frocks at 11:00 (thereafter at 10:00 and 2:00); <u>Rappi</u> of Junior Formals at 4:00 (thereafter 11:00 and 4:00); <u>Anne Fogarty</u> of Margot Dresses, Tuesday, June 8 at 2:00 (thereafter at 11:00 and 3:00). Contact: William Durland, LO. 5-2626.	ARKAY; JUNIOR FORMALS; MARGOT	498 SEVENTH AVENUE SHOWROOM - 19 & 20
Beginning Wednesday June 2 11:30 A.M.	OPENING OF FALL COLLECTION Cocktail and evening fashions, designed by Mr. Raymond. Contact: Laurel Cutler at C.J. Herrick, 132 W. 43rd St., TR. 9-6310.	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday June 2 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showing of Fall and Winter collection of coats and suits by Willi at 11:45 A.M. daily. By appointment. Contact: LO. 4-9595.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 2 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW "Mama Knows Best"--Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publ.: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 2 12:00 Noon Luncheon	PREVIEW OF NEW FALL COLLECTION Preview showing of Andrew Arkin's Fall collection, featuring diminutives, with daily trade showings at 12:00 Noon and 2:30 P.M. (<u>Note Change of Date.</u>) By invitation. Publ.: Viola Shefer, PL. 3-3173.	ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Cancelled June 2	PRESS LUNCHEON BY CALF LEATHER DIVISION OF TANNERS' COUNCIL, ORIGINALLY SCHEDULED FOR WED., JUNE 2 AT 12:30 P.M., HAS BEEN CANCELLED.		
Wednesday June 2 1:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Dresses and coordinated sportswear, designed by Donald Brooks. Attendance by invitation. <u>Trade showings daily thereafter at 1:15 P.M.</u> Contact: Eleanor Schrader, LO. 5-7720.	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
Beginning Wednesday June 2 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN Showings of Ceil Chapman's Fall collection at 2:30 P.M. daily. (<u>Note Change of Date</u>). Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 2 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview of David Crystal's Fall dress collection, with <u>showings daily thereafter at 10:30 & 2:30.</u> Publ.: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday June 2 2:30 P.M.	OPENING OF SUMMER COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Wednesday June 2 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Fall dress collection designed by Betty Carol for Mr. Mort. Contact: Mort Goldman, WA. 4-1790.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Wednesday June 2 3:30 P.M. Champagne	PREVIEW OF FALL AND WINTER FUR COLLECTION Joseph Bernham will present Fall and Winter fur collection to the press. By invitation. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
Wednesday June 2 4:15 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Plattry Country Wear will present their Fall collection of sportswear and separates, designed by Greta Plattry at a preview for press and buyers. By invitation. <u>Continuous daily showings thereafter, 498 - 7th Ave., 4th Fl., showroom.</u> Publ.: Margaret Hodge, BR. 9-4824.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 2 5:30 P.M. Cocktails	PREVIEW OF NEW "REVOLVING TRIVET" Showing of "Susanette," new turntable for the home.	M-K ENTERPRISES, INC. (160 E. 48TH STREET)	PARK LANE HOTEL TAPESTRY ROOM
	Tulsa Lee Barker, PL. 5-3783. By invitation. Contact:		
Thursday June 3 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC AND EXHIBIT Luncheon speaker: Harriet Wilinsky, Promotion Manager, Filene's of Boston. Director of Clinic: Mrs. Beryl Tucker, Fashion Editor of "Parents' Magazine".	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	By reservation only. Contact: Monroe E. Michels, MU. 5-4400.		
Thursday June 3 9:00 A.M.- 11:30 A.M.	FALL FABRICS FOR HOME DECORATING Waverly's fabrics for Fall in home decorating.	WAVERLY FABRICS	60 WEST 40TH STREET SHOWROOM - 10TH FLOOR
	Hostess - Martha Beha, Waverly stylist. By invitation. Publicity: Philip Schuyler, MU. 3-7950.		
Thursday June 3 11:00 A.M.	PREMIER COUTURE FUR COLLECTION FOR FALL Press preview of Revillon's first American wholesale fur collection.	REVILLON WHOLESALE	352 SEVENTH AVENUE SHOWROOM - 11TH FL.
	By invitation. <u>Trade by appointment.</u> Contact: William Paige, PL. 9-5504.		
Thursday June 3 11:30 A.M.	PREVIEW OF FALL SPORTSWEAR & COTTONS Fall collection designed by Claire Smith.	J. R. McMULLEN CO.	475 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. <u>Daily thereafter at 2:30 P.M.</u> Contact: Jane Ernst at McMullen, MU. 3-9560.		
Beginning Thursday June 3 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Countess Alexander will present her Fall collection of afternoon dresses, cocktail and evening fashions at 11:30 A.M. daily.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Contact: CH. 4-5693.		
Thursday June 3 12:00 Noon Luncheon	PREVIEW OF FALL COUTURE COLLECTION Maria Krum's day, afternoon and cocktail fashions, in addition to a special group for suburban wear.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	By invitation. Contact: CI. 7-3060.		
Thursday June 3 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker's press preview of Brigance's Fall collection of blouses, separates and dresses.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	By invitation. <u>Trade showings at 2:30 P.M., beginning Mon., June 7.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.		
Thursday June 3 2:30 P.M.	OPENING OF FALL COLLECTION <u>Daily showings at 2:30 P.M.</u>	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FL.
	Contact: Lorraine Kehoe, PE. 6-4167.		
Beginning Thursday June 3 2:30 P.M.	OPENING OF FALL SUIT COLLECTION Showing of Fall suit collection for the 5'5" and under.	BRIARRROOK	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Continuous showings thereafter. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION BY KASPER Dresses, suits and cocktail fashions designed by Kasper for Arnold & Fox.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FL.
	By invitation. Contact: CH. 4-3914.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 3 4:00 P.M. Cocktails	PRESS PREVIEW: FALL CASUAL DRESS COLLECTION For press and buyers. By invitation only. <u>Continuous daily showings thereafter.</u> Publicity: Margaret Hodge, BR. 9-4824 or LO. 5-5280.	DAN KELLER CO. INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 3 4:00 P.M.	FALL FASHIONS FROM SEPTEMBER ISSUE "Seventeen" presents Fall fashions from the September issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	SHERRY NETHERLAND CRYSTAL PAVILION
Thursday June 3 4:30 P.M. Cocktails	PRESS PREVIEW OF FUR COLLECTION Preview of Christian Dior's new fur collection. <u>Trade showings Monday, June 7, 10:30 A.M. and 2:30 P.M.</u> By invitation. Contact: LO. 4-4980.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM
Thursday June 3 4:30 P.M.	SHOWING OF FALL FASHIONS Kiviette will present her new Fall collection; with daily showings thereafter by appointment. Contact: Marjorie Cuff, PL. 7-8750.	KIVIETTE GOWNS	15 WEST 47TH STREET SHOWROOM - 3RD FLOOR
Friday June 4 9:00 A.M. Breakfast	PRESS PREVIEW: FALL BRANELL COLLECTION Press breakfast presenting Branell's Fall collection. By invitation. <u>Daily trade showings at 2:30 P.M. beginning Tuesday, June 1.</u> Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 4 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. By invitation. Publicity: Marian Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Beginning Friday June 4 12:00 Noon	PRESS SHOWING OF FALL COLLECTION Fall collection by Miguel Dorian for Myron Herbert. Luncheon after showing. By reservation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	MYRON HERBERT	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Friday June 4 2:30 P.M.	PRESS PREVIEW: SOPHIE FALL ORIGINALS Ready-to-wear Sophie Originals for Fall and Winter, designed by Sophie, in association with Stephen Erklin. By invitation only. Sophie Originals Publicity: Grace de Mun, PL. 3-4000, Ext. 7064; or RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday June 4 4:00 P.M.	OPENING OF FALL COLLECTION "Separables," cocktail and evening fashions. <u>Daily showings at 4:00 P.M. for 2 weeks thereafter.</u> Contact: Agatha Phillips, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday June 7 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings at 10:30 and 2:00 daily. Contact: Laurel Cutler, TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Collonade Collection"--Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection. By invitation. Trade showings, beginning June 8 at 10:00 A.M. By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7 1:00 P.M. Luncheon	FALL COLLECTION BY MILDRED ORRICK Preview of Fall collection designed by Mildred Orrick, with continuous daily showings thereafter. Contact: LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday June 7 3:30 P.M. Cocktails	FALL RAINWEAR BY HELEN VAN VLIET Preview of Fall rainwear by Helen Van Vliet. By invitation. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	TOWN CREATIONS, INC. (39 WEST 29TH STREET)	1407 CLUB 1407 BROADWAY
Tuesday June 8 9:15 A.M. Breakfast	PRESS PREVIEW: FALL LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Fall and Winter. By invitation only. N.Y. contact: George Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717.	LUXITE LINGERIE & HOSIERY (330 5TH AVE.)	HOTEL PIERRE ROOF GARDEN
Beginning Tuesday June 8 11:00 A.M.; 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Opening of Fall dress collection for the 5'5" and under, with daily showings at 11:00 A.M. and 2:30 P.M. Contact: Mrs. Isabelle Crawford, at Leslie Fay, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday June 8 12:30 P.M. Luncheon	PRESS PREVIEW: FALL - WINTER FUR COLLECTION Ritter Brothers will present their Fall and Winter fur fashions to the press. By invitation only. Publ.: Eleanor Lambert, 785 Fifth, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday June 8 2:00 P.M.	FALL COAT AND SUIT COLLECTION Belliciano & Belliciette coats & suits at 2:00 P.M. daily. Contact: LA.4-2036.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday June 8 3:00 P.M.	SINGER COCKTAIL PARTY FOR PRESS By invitation only. Publ.: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINE CO.	SAVOY PLAZA HOTEL GOLD & CRYSTAL ROOM
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1954 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WHOLESALE - 9TH FLOOR
Tuesday June 8 4:30 P.M. Cocktails	YOUNG VIEWPOINT FALL FASHIONS "Once-Around-The-Clock" -- Young Viewpoint's Fall fashions for the woman 5'5" and under. Showing at 5:00 P.M. Commentator: Maggi McNellis. By invitation only. Contact: George Stupakis, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Beginning Tuesday June 8	FALL SEPARATES AND COORDINATES Continuous daily showings of Fall separates and coordinates, designed by Kenn Barr and Sylvia de Gay. Contact: CH. 4-0823.	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday June 8	COCKTAIL & FORMAL FASHIONS BY TED SHORE Junior and miss Fall collection, designed by Ted Shore. Contact: WI.7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR